IMPROVING PERSONAL BRANDING CAPACITY ON INSTAGRAM SOCIAL MEDIA FOR STUDENTS OF SMAN 1 SUMEDANG

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ABSTRACT

Personal branding can be built and needs to be owned even when still in school, The uniqueness of students lies in their ability to explore various things with a high spirit of exploration. This is reflected in their high involvement in Instagram social media, and can be utilized through increasing personal branding capacity. Students of SMA Negeri 1 Sumedang have the potential to develop, but are still faced with problems: 1. Need knowledge about personal branding on Instagram social media, 2. Do not understand the application of strategies for building personal branding on Instagram social media, 3. Need to be given a tutorial to start personal branding and become a wise social media user. The solutions determined are as follows: 1) Increased knowledge about personal branding on Instagram social media. 2) Increased ability to apply strategies for building personal branding on Instagram social media. 3) Improvement to start personal branding and become a wise social media user. The approach methods used include; Training, Technical Guidance. The results of the activity show, Increasing knowledge about personal branding on Instagram social media, increasing capacity in implementing strategies to build personal branding on Instagram social media, and increasing capacity to become wise social media users from SMA Negeri 1 Sumedang Students.

Keywords: Capacity, Personal Branding, Instagram Social Media

A. Introduction

SMA Negeri 1 Sumedang is one of the oldest senior high schools in the central area of Sumedang Regency, strategically located on Jalan Prabu Geusan Ulun No. 39, this school is the main choice for Junior High School (SMP) graduates. Founded on October 1, 1958, SMA Negeri 1 Sumedang is one of the first schools to open a cultural and social department (budsos) as well as exact sciences and natural sciences (paspal). The priority of the school program is to strengthen character education, develop school literacy movements, instill an entrepreneurial spirit, and schools with an Adiwiyata perspective. One of the things that is utilized by all parties at SMAN 1 Sumedang is to utilize communication and information technology in this digital era.

In today's digital era, school-age teenagers have significant dominance. This is reflected in their high involvement in social media, which is in line with students' opportunities to improve their personal

branding. Personal branding has different differences and characteristics on each platform. Because not all social media can be utilized with someone's personal branding. Nowadays, social media that are actively used by teenagers are TikTok and Instagram. Instagram, as one of the popular social media platforms, has received special attention in recent years. We Are Social noted that as of January 2024, Instagram was ranked second after WhatsApp, which is 85.3% of the number of internet users in Indonesia (We Are Social Indonesia, 2024). Instagram prioritizes its visual appearance over the content of the information.

In addition, Instagram is still the main target for accounts for business even though TikTok Shop currently dominates. A study conducted by the global market research company LPOSOS for Instagram said that 81% of Instagram users use Instagram to find more information when interested in buying a product, while 76% admitted to having bought a product after finding the desired item via Instagram. And no less importantly, Instagram itself has many useful features for the sustainability of the needs of each user. For example, if a coffee shop has Instagram, they will definitely use their photo/story upload feature, besides that they will also use features that focus on interaction such as QNA, POLLING, GIFT and so on (Nataconnexindo, 2022).

With many research results, Instagram has become one of the platforms that supports someone to have their own personal branding for further utilization of how someone's self-packaging in their digital world can affect their life patterns in real terms. Personal

Branding comes from English, namely personal which means personal, and branding itself is taken from the English branding which means forming a brand or brand. So Personal Branding can be interpreted as an activity carried out by someone in creating a personal brand Yusanda, (2021). According to M. Riadi. 2023. Personal branding is the process of someone using themselves or their career as a brand ". Which is used to actively attract and maintain public opinion. Personal branding is the process of forming public perceptions of aspects that a person has. Such as personality, abilities, or values and how all of that creates a positive perception from the community, which can later be used as a marketing tool. According to Gelder, in Bambang (2020), branding strategy is something that a brand should achieve in terms of consumer attitudes and behavior. A good strategy has integrity, a variety of schemes, plans, and resources so that it achieves the desired end according to the objectives.

Students of SMA Negeri 1 Sumedang do not yet understand personal branding and its application on Instagram social media. This is a problem for partners, namely students of SMA Negeri 1 Sumedang. Based on the description of the analysis of the situation and problems of partners, it can be seen that students of SMA Negeri 1 Sumedang show minimal knowledge of building personal branding, as follows:

1. Need knowledge about personal branding on Instagram social media

2. Do not understand how to apply strategies to build personal branding on Instagram social media

3. Need to be given a tutorial to start personal branding and become a wise social media user

Based on the formulation of the problem, the solutions offered are as follows:

1. Increased knowledge about personal branding on Instagram social media.

2. Increased implementation of strategies to build personal branding on Instagram social media

3. Increased starting personal branding and becoming a wise social media user

B. Method of Implementation

Activity Stages

1. Preparation Stage

In this stage, the team holds a team task division meeting, schedules a coordination meeting, starting from preparation, implementation, determining the evaluation design, to the preparation of reports, publications can run according to the established plan.

2. Implementation Stage

The implementation of this program is planned for 5 (five) months with consideration of activities starting from preparation, implementation, and preparation of activity reports and fulfillment of program outputs, both mandatory and additional.

3. Monitoring and Evaluation Stage

The implementation of the evaluation is an assessment activity carried out by the implementing team, and monitoring and evaluation by Review, which is intended to assess the results of all program activities and measure indicators of success, also assess supporting and inhibiting factors and also as material for compiling reports and recommendations for activities and as material for the program's follow-up action plan.

Approach Method

Based on the Solutions and Output Targets that have been set, the team determines the following approach methods:

1. Training Method

The training method is intended to transfer Science and Technology (IPTEK) in overcoming problems by increasing insight and understanding for partners. This approach method is determined by the team to overcome problems and solutions to achieve the set output targets.

2. Technical Guidance Method.

This approach method is intended to transfer IPTEK, so that partners are able to practice the results of the training approach with technical guidance from experts (teams), where this approach method is implemented directly in the field (partner's place) The implementing team acts in an applicative manner to direct, guide the process and stages, provide examples to partners in applying how to start personal branding and become wise social media users.
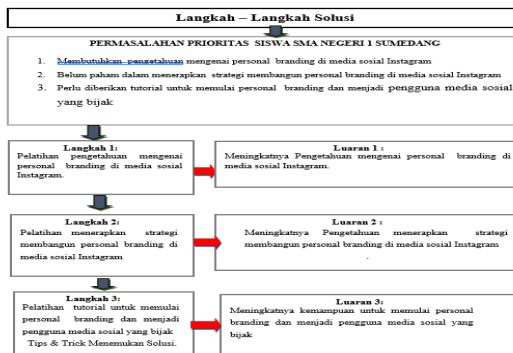
C. Result and Discussion

In the increasingly developing and dynamic digital era like today, personal branding is one of the most important aspects in building self-image and achieving success. It is no longer just a term that sounds futuristic. But on the contrary, it has become a necessity for every individual who wants to have a good identity amidst the increasingly crowded social media. With a deeper understanding of personal branding, it is hoped that they will be ready to carve out a strong self-image and be able to lead with confidence in a world full of information and fierce competition in the future. The following shows the problems and solutions offered to improve digital personal branding. students of SMAN 1 Sumedang as target partners.

The expertise program through Community Service (PKM) is aimed at students of SMAN 1 Sumedang, which is implemented through training methods and technical guidance, by improving digital personal branding skills.

Introductory material in training activities delivered by the implementing team through improving communication skills for students which is done by applying and practicing methods of digital communication skills which include: personal branding, digital storytelling, and content creation on social media.

At this stage, the Team provides an understanding to student partners of how important digital skills and abilities are as part of the lives of today's generation. There are several things that need to be considered in personal branding as one way for students to start building and finding their personal identity, as well as determining the direction and ideals of the future.

Based on the steps of the solution to the problems of the target partners that have been

determined by the team, the results of the activities can be explained as follows:

1. Results of the activities Step 1. Increased knowledge about personal branding on Instagram social media which includes, what is personal branding, why is personal branding needed, and what are the benefits of personal branding. In the implementation, students understand that personal branding is a process of communication about themselves (a person's personality), abilities, values, expertise, behavior, achievements, uniqueness and how all of that creates a positive perception, becoming an identity used by others in remembering us (a person).

2. Results of Step 2 activities. Improvement in implementing strategies for building personal branding on Instagram social media. At this stage, students are asked to convey their profile, what they want to show about themselves, and others, the following shows the results and abilities of students in strategies for building personal branding through technical guidance methods,

a. Ability to recognize yourself

b. Ability to determine the main purpose of forming personal branding

c. Ability to determine who the target is in personal branding.

d. Ability to build and expand networks.

3. Results of Step 3 activities. Improvement to start personal branding and become wise social media users. In this step, students get an explanation, what are the needs of social media, what are the attitudes and ethics in social media, how to filter information, and its benefits for students, the following shows the students' abilities, from the activities of step 3, as follows:

a. Ability to use social media according to needs

b. Ability to maintain attitudes and ethics in interacting with other users

c. Ability to filter information obtained

d. Avoid provocative accounts

e. Maximizing the benefits of using social media

Based on the implementation of the PKM program that has been implemented and described in the previous section, below shows the achievement of the program implementation by comparing, before and after the implementation that has been determined, as follows:

Based on the basic comparison image to evaluate the implementation of PKM above,

it shows that the results of this PKM activity are mostly or 80% can be realized, in the assessment of the team's success using observation and interview techniques, before and after the implementation of the activity. Based on the evaluation of the implementation of this PKM program, the team found inhibiting factors in the implementation, especially the limited implementation time, which is adjusted to the time provided by the partner/school. but there are supporting factors Flexible partners regarding the implementation time and Adaptive Implementation Team.

D. Conclusion

Community service through the Community Partnership Program (PKM) entitled Increasing Personal Branding Capacity on Instagram Social Media for Students of SMAN 1 Sumedang has a positive impact on the implementation of the program, with the following conclusions:

1. Increased knowledge about personal branding on Instagram social media. Students understand that with good personal branding, they can expand connections with others and provide many benefits.

2. Increased ability of students in implementing strategies for building personal branding on Instagram social media, which include:

a. Ability to recognize yourself

b. Ability to determine the main purpose of forming personal branding

c. Ability to determine who the target is in personal branding.

d. Ability to build and expand networks.

3. Increased ability of students to start personal branding and become wise social media users.

a. Ability to use social media according to needs

b. Ability to maintain attitudes and ethics in interacting with other users

c. Ability to filter information obtained

d. Avoid provocative accounts

e. Maximizing the benefits of using social media

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